





Erin Blumenthal

Product Design

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 [Erin Blumenthal](#)
 erinblumenthal.com

DESIGN SKILLS

Design Process

UX/UI Design
User Interviews
Research Synthesis
Design Sprints
User Stories
User Flows
Journey Mapping
Wireframes
Prototyping
Usability Testing
UX Writing
Information Architecture
Responsive Design
Creative Concepting
Communication
Collaboration
Problem Solving
Mobile UI
Enterprise Software

Software

Figma
Adobe Creative Suite
Sketch
InVision
Miro
Jira
Maze

EDUCATION

DESIGNER TRACK
PROGRAM
Bloc.io | 2020

B.B.A. MARKETING
Minor in Communications
University of Iowa | 2018

PROFESSIONAL EXPERIENCE

Cerebral

PRODUCT DESIGNER

AUG 2022 - MAR 2023

- Increased workflow efficiencies for therapists, prescribers, and coordinators in tackling their caseloads to better serve patient needs
- Championed design projects in the mental health space across the consumer mobile app, B2B mobile app, and internal EMR application
- Defined solutions to ambiguous problems by conducting research through user testing, surveys, and interview methods to uncover pain points
- Facilitated collaboration and alignment across product, engineering and design using affinity mapping and service blueprint sessions
- Established a consistent user experience across the company by defining and documenting design system components

Vertafore

PRODUCT DESIGNER

JUL 2021 - JUN 2022

- Led the end-to-end design process on 4 InsurTech products to simplify and modernize complex enterprise software
- Collaborated cross functionally with product teams, engineers, and stakeholders by presenting designs and gathering feedback
- Conducted user research on customers to learn how they are using and interacting with our applications for improvements

UI DESIGNER

JAN 2021 - JUL 2021

- Translated wireframes into high fidelity designs and prototypes with a user-centered design approach
- Contributed to and maintained a scalable design system to create visually appealing and intuitive experiences for users
- Advocated for design and users based on research and best practices to ship cohesive products across the company

ADDITIONAL EXPERIENCE

FREELANCE UX/UI DESIGNER

CLIENTS: **Ownprop / Rex Ecosystem, Vertafore**

FEB 2022 - PRESENT

- Consult with design and product managers on how to improve their products to ensure quality and consistency
- Brought an entire platform to life at OwnProp by completing designs for a mobile application and building out a prototype
- Continued my relationship at Vertafore to finish translating 2 products to a new design system